



Fall 2006
LERN Annual Conference

Exhibitor Invitation

Nov. 30–Dec. 2, 2006

Baltimore Marriott Waterfront • Baltimore–Washington DC



Photos courtesy of Baltimore Area Convention and Visitors Association

The Learning Resources Network,
the leading association in lifelong learning

Baltimore Marriott Waterfront
Baltimore-Washington DC
Nov. 30-Dec. 2, 2006



www.lern.org
E-mail: info@lern.org

The Learning Resources Network (LERN) is the leading association in lifelong learning in the world. This conference is the largest gathering of lifelong learning decision makers and professionals.

Administrators from all over the world attend LERN's Annual Conference for practical information and networking. Those attending come to find out ways to improve their operations. They are looking for new information, as well as new products.

Here's what participants said about past LERN annual conferences:

"Another awesome conference!"

— *Steven J. Borowiec, University of North Florida, Jacksonville*

"I was so impressed with the entire conference I intend to bring several other members of our staff with me next year." — *Arne E. Arnesen, Director of Operations, Division of Continuing Education, University of Colorado at Boulder*

"After 20 years of working in corporate America and attending many professional conferences, I have never attended a conference that was this organized and full of so much excellent, relevant information presented so professionally and effectively."

— *Pat Chandler, Tomball, Texas*

"LERN has the best sixth sense in our business of knowing and anticipating what we as lifelong learning educators need to be aware of to deliver our programs."

— *Carole Kamp, Ferris State University, Big Rapids, Michigan*

"This is my fourth LERN conference in the past six years. I always come away with wonderful, workable ideas."

— *Joan C. Fulcher, Ottawa Board of Education, Ontario*

Why You Should Exhibit This Year

- **This is the largest conference on continuing education and lifelong learning in the world.**
- **The most exciting week of the year in lifelong learning.** LERN is recognized as the leading organization in lifelong learning and has a world-class reputation among administrators and decision makers who will be attending the convention.
- **Year-round benefits.** Exhibitors get a link from our web site year-round and are listed in our *Recommended Vendors* brochure, which is sent to members upon request.

Check These Benefits

1. LERN has created dedicated coffee breaks designed to maximize booth traffic.
2. Free advance and post-conference participant list on mailing labels to all exhibitors.
3. Conference attendees are buyers! Deans, directors, department chairs and program managers make up most of the convention's participants.
4. A complimentary 50-word description of your company in the conference program.
5. Opportunity to advertise in the conference program (only open to exhibitors).
6. Free link from our web site year-round.

Who Will Attend

- **Professionals in the field of lifelong learning** are expected from throughout Canada and the United States.
- **Practitioners** will come from state universities, four-year colleges, community colleges, public schools, associations, recreation departments, museums, hospitals, independent programs, and other organizations offering continuing education, leisure learning or other lifelong learning programs.
- Lifelong learning organization **decision makers.** Those attending are administrators, including deans, directors, department chairs and program managers.
- Professionals looking to improve the efficiency and the capabilities of their organization. They come to a LERN convention to learn practical skills and find out about and purchase new products.

The most exciting week of the year in lifelong learning _____

★ Highlights ★

- ★ Superstar keynote speakers on the Internet, marketing and more...
- ★ More than 70 of the most advanced, current, practical how-to sessions.
- ★ More top experts and consultants than ever before, with seminar leaders, newsletter editors, authors and the best practitioners from the most successful programs.
- ★ Internet demonstrations, all day, with the best home pages and web sites.
- ★ The Hall of Learning, LERN's original Networking Central, with brochure table, open discussion tables, poster displays, best web sites, and much more.
- ★ Roundtables, special interest groups, luncheons, dinner groups, receptions — more ways to network with your colleagues than any other convention.
- ★ Participants from more than 45 states and around the world.

Agenda

Wednesday, November 29, 2006

9 am - 3 pm

Pre-conference seminars (additional fee)

10 am - 8 pm

Conference registration

2 - 5 pm LERN Leader retreat

3 - 4:30 pm

About the Conference, About LERN,
About the Area

4:30 - 5:30 pm

Networking and meeting others

5:30 - 6:30 pm

President's reception

6 pm Dinner groups

Thursday, November 30, 2006

8 am - 5 pm

- Opening Session & Keynote
- 25 or more Concurrent Sessions and roundtable discussions
- All Day — Hall of Learning, poster displays, brochure tables

- All Day — Exhibits open
- Networking luncheon, and more

Friday, December 1, 2006

8 am - 3 pm

- General Sessions
- 25 or more Concurrent Sessions and roundtable discussions
- International Awards Luncheon, with slide show of award winners
- All Day — Hall of Learning, poster displays and more
- All Day — Exhibits open, and more

Saturday, December 2, 2006

8 am - noon

- Concurrent Sessions and roundtable discussions
- *Major Session*: NineShift for 2007
- The convention ends by noon
- Afternoon tours and social events
- Social activities and dinner groups

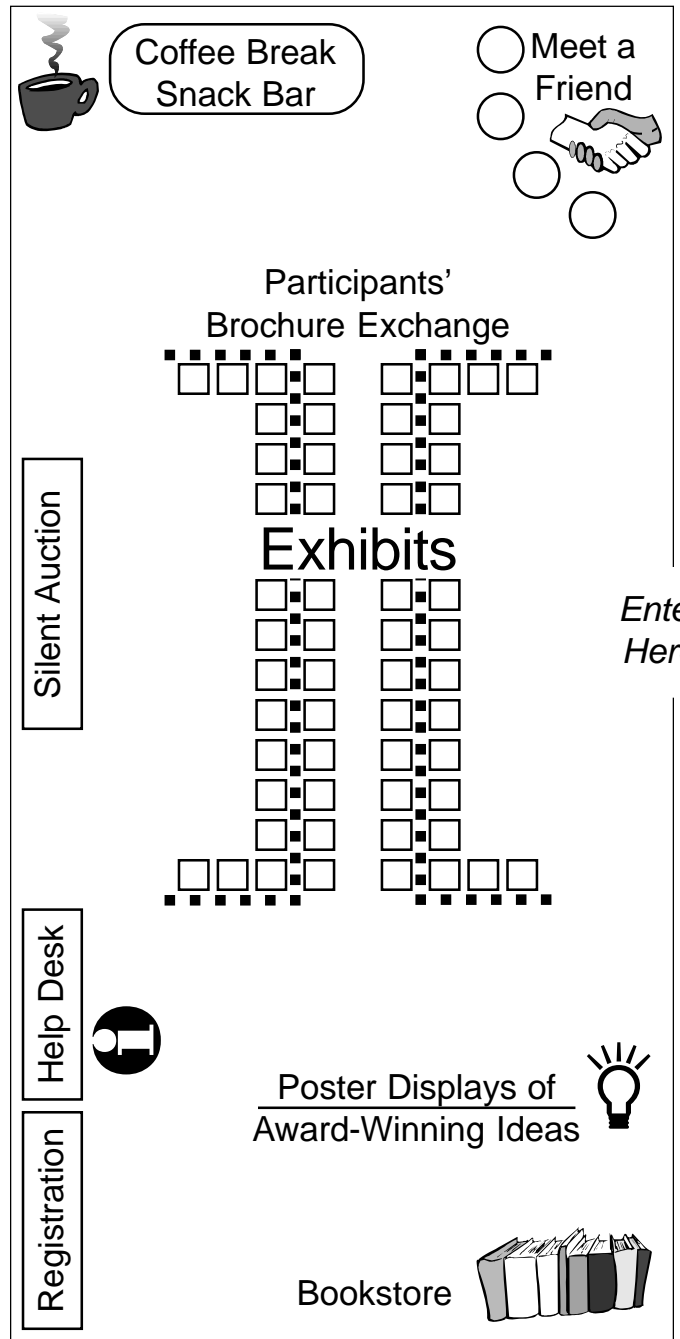
LERN's Hall of Learning

LERN's Hall of Learning is the place to be. Located in the Hall of Learning will be —

- All registration
- LERN's popular hourly discussion groups
- Customer service booth
- Convention coffee break and snack bar area
- LERN's bookstore
- Award-winner poster displays
- and much more!

Past LERN Convention exhibitors include—

- | | |
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| ACEware Systems | Greater Washington Society of Association Executives |
| Aguirre, Inc. | InfoNetics, Inc. |
| Augusoft | InfoSys |
| AppsToGo | JonesKnowledge.com |
| BFT | Jossey-Bass, Inc. |
| Blackboard | Kangaroo Method |
| The Business & Industry Institute | Leisure Resource |
| Cambridge Educational Services | LIVEware5 |
| Chariot Software | Magna Systems |
| Classware | MCDS Geomarketing Solutions |
| Computer Consultants International | MeetingWare International |
| Convene.com | On-Course |
| DataTrain Institute | Oosting & Associates |
| Debt Free Seminars | Passport Travel & Tours |
| Digital University | Peopleware, Inc. |
| eCollege | Phoenix Solutions, Inc. |
| Educational Developmental Laboratories | Primum Travel |
| Education To Go | Qualcomm |
| Escom Software Services | RecWare by Sierra Digital |
| eSocrates | SBSI Software Company |
| The Fairfax Lectern | TraveLearn, Inc. |
| Franklin Beedle & Associates | University Access |
| GeoDemographics, Ltd. | University Online Publishing |
| greatBIGnews | Wave Technologies International, Inc. |
| | Xenegrade and more... |



Transportation

LERN is making arrangements with airlines and auto rental agencies to provide discounted fares. To get information and the discount codes, send e-mail to info@lern.org.

Exhibitor Rules & Regulations

- ✓ Each exhibitor must fill out an application for exhibit space. Please send application and payment to: LERN, PO Box 9, River Falls, WI 54022, USA.
- ✓ All booths are provided with side and back drape, six-foot draped table, two chairs and wastebasket.
- ✓ Each exhibitor will receive a 7" X 44" company identification sign.
- ✓ All convention coffee breaks will take place in the exhibit hall, maximizing booth traffic and contact opportunities.
- ✓ All exhibitors are eligible for one set of mailing labels prior to the convention for promotional mailing purposes. A complete participant list on labels will also be provided following the convention.
- ✓ The cost for a booth is \$995 US. This includes exhibitor registration for two company representatives, admission to all general sessions and to the all-conference receptions.
- ✓ Please note that exhibitor registration does not include meal functions or admission to concurrent sessions. Tickets for these events may be ordered separately. Look for order form in your exhibitor acceptance packet.
- ✓ Exhibitors may set up after 3:00 pm Wednesday, November 29, 2006.
- ✓ The exhibit hall will be open to convention attendees during the following hours:
Thursday, November 30 8 am - 5 pm
Friday, December 1 8 am - 3 pm
- ✓ Information on drayage, electrical, extra booth furniture, and other exhibit booth services will be forwarded in your exhibitor acceptance packet.
- ✓ Exhibit booths may be canceled through October 13, 2006, subject to a \$100 US cancellation fee.

Important

- **INSURANCE:** LERN requires that every exhibitor carry adequate liability and property insurance. Liability insurance should provide public liability coverage for bodily injury and property damage occurring from an accident in your exhibit booth. Property insurance should cover theft of damage of your property from the time materials leave their point-of-origin until they reach their post-show destination, including the time on the show floor. Some exhibitors also insure against non-arrival of freight material at the show site. The most economical and practical way to obtain this coverage is to contact your current insurance company and ask them for a rider on your existing policy.

QUESTIONS?

Contact Rebel Rush via e-mail
at rebel@lern.org.

Exhibitor Application

Lifelong Learning 2006

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We hereby contract for exhibit booth space and fully accept the policies for exhibitors as set forth by LERN.

Please type or print clearly.

Number of booths requested_____

Name of Company

Contact Person

Mailing Address

City

State/Province

ZIP/Postal Code

Country

Business Phone

Fax

E-mail Address

1)

2)

Exhibit Booth Personnel (2 company representatives per booth)

Company Name (as it is to appear on booth sign and in convention program)

Booth Cost

Each exhibit booth costs \$995 US. Please check one of the following:

My check is enclosed. My purchase order is enclosed. P.O.# _____

Please charge my credit card.

Visa Master Card American Express

Card Number

Expiration Date

Card Holder's Name (please print)

Card Holder's Signature

** Please send, via e-mail to rebel@lern.org, a 50-word description of your company for use in the conference program.**

Return to: LERN, PO Box 9, River Falls, WI 54022, USA. Fax: 785-587-8618